REMARKS

By the present Amendment, claims 1-16 are cancelled and claims 17-30 are added. This leaves claims 17-30 pending in the application, with claim 17 being independent.

Substitute Specification

The specification is revised to avoid the objection to the title raised in the Office Action and to eliminate grammatical and idiomatic errors in the originally presented specification. The number and nature of the changes made in the specification would render it difficult to consider the case and to arrange the papers for printing or copying. Thus, the substitute specification will facilitate processing of the application. The substitute specification includes no "new matter". Pursuant to M.P.E.P. § 608.01(q), voluntarily filed, substitute specifications under these circumstances should normally be accepted. A marked-up copy of the original specification is appended hereto.

Rejections Under 35 U.S.C. § 112, Second Paragraph

Original claims 1 and 13 stand rejected under 35 U.S.C. § 112, second paragraph, as being indefinite. By the present Amendment, the originally filed claims are rewritten to avoid the language alleged to be indefinite in the Office Action. All language of the presently pending claims is now believed to be clear and definite.

Thus, the pending claims are definite and comply with 35 U.S.C. § 112.

Rejection Under 35 U.S.C. § 103

Claim 17 combines the limitations of original claim 1, 4, 9 and 12, and covers a display device comprising a first flat substrate 3 having first and second opposite surfaces 4 and 8.

Adhesion closure elements 5 are unitary and one piece with the first flat substrate and extend from the first surface to detachably secure the first flat substrate to a carrier 7. Triggerable pixels 2 of thin-film or thick-film technology are on the first flat substrate for displaying static and motion picture and/or alphanumeric characters. The triggerable pixels are triggerable by trigger electronics individually or in groups.

By forming the display device in this manner, the substrate of the closure device also forms the substrate for the display device. Nothing in the cited patent documents discloses or renders obvious triggerable pixels of thin-film or thick-film technology on a substrate having adhesive disclosure elements unitarily formed as one piece with that substrate.

Claims 1-16 stand rejected under 35 U.S.C. § 103 as being unpatentable over DE 103 01 424 B3 to Tuma (corresponding to U.S. Patent No. 7,847,195) in view of U.S. Patent Publication No. 2002/0144442 to Harasawa. The German Tuma patent is cited for disclosing an electronic component 7 mounted on a flat substrate 3 with the flat substrate having a first surface with adhesive closure elements 2 for detachably securing the device 5 to a carrier. The Harasawa publication is cited for disclosing a display device with a plurality of pixels triggerable by electronics. In support of the rejection, it is alleged that it would be obvious to use the Harasawa display device as the electronic component of the Tuma device. Regarding claim 2, the Tuma closure element 2 allegedly interacts mechanically with closure element 10 of a carrier 9-11. Relative to claim 3, the use of Van-der-Waal forces are alleged to be obvious. Relative to claim 4, the Tuma closure elements are allegedly made in one piece with flat substrate 3. The limitation of claim 5 is viewed as a method limitation, and thus, not given patentable weight. Relative to claim 6, the Tuma substrate 3 is allegedly thermoplastic. Relative to claim 7, the use

of a duroplastic is alleged to be obvious. Relative to claim 8, making the substrate elastic is alleged to be obvious. Relative to claim 9, it allegedly would be obvious to provide the Harasawa trigger electronic on the Tuma flat substrate 3. Relative to claim 10, it is alleged that it would be obvious to provide the triggerable electronics on a second surface of the Tuma substrate 3 which where its second surface may be opposite the first surface with the closure elements. Relative to claim 11, the Harasawa pixels are allegedly formed by liquid crystals, electronic ink or electroluminescent components, especially polymer light emitting diodes. Relative to claim 12, the use of thin or thick-film technology is viewed as a product-by-process limitation and not given significant patentable weight. Relative to claim 13, the addition to Harasawa pixels to the Tuma substrate will allegedly provide the claimed lamination. Relative to claim 14, the addition of the Harasawa display would allegedly be flat. Relative to claim 15, the thin or thick-film technology is allegedly a product-by-process limitation which is not given significant patentable weight. Relative to claim 16, it is alleged that it would be obvious to provide the Harasawa illuminant 34 between the first Tuma with the substrate 3.

The German Tuma patent discloses a closure device having a circuit, e.g., comprising electrical strip conductors in thin-film or thick-film technology along with an electronic component such as a sensor. The electronic component is either mounted in a hybrid technique by a semiconductor device 7 as shown in Fig. 1 of the Tuma German patent or embedded in the substrate as shown for semiconducted device 107 in Fig. 2 of the German Tuma patent. The German Tuma patent does not disclose or render obvious combining a closure element with a display device, particularly as recited in claim 17.

The Harasawa patent discloses a flexible display panel 3 completely housed in a plastic housing 3a. A separately formed and attached electrical coupling part 3b and a separately formed and attached mechanical coupling part 3c are installed on the rear surface of housing 3a. The mechanical coupling part can be made of an attachable element such as Velcro. The Harasawa patent does not disclose, teach or otherwise render obvious combining the display device with adhesion closure elements as recited in claim 17, particularly by the use of thin-film or thick-film technology triggerable pixels on the substrate for the adhesion closure elements.

While the German Tuma patent discloses the use of thin-film and thick-film technology for producing conductive strips, it does not disclose or render obvious triggerable pixels for a display device which are of thin-film or thick-film technology on the same substrate from which the adhesion closure elements extend unitarily as a one-piece structure.

The limitation of the triggerable pixels being of thin-film technology or thick-film technology is not a "product-by-process limitation," but is a structural limitation describing the type of triggerable pixel. This limitation is not a method limitation. As stated In re Garnero, 162 U.S.B.Q. 221, 223 (C.C.P.A. 1969), similar terms such as "intermixed", "ground in place", "press fitted", "etched" and "welded" are structural limitations and are to be given patentable weight in article claims. Claim 17 is such an article claim.

Moreover, even if treated as a product-process limitation, no showing is made that the claimed triggerable pixels of thin-film or thick-film technology are the same as or as obvious over the display panel 3 of the Harasawa publication.

Accordingly, claim 17 is patentably distinguishable over the cited patent documents. None of the other cited patent documents cure these deficiencies in the German Tuma patent and the Harasawa publication.

Claims 18-30, being dependent upon claim 17, are also allowable for the above reasons. Moreover, these dependent claims recite additional features further distinguishing them over the cited patent documents.

Claim 18 is further distinguishable for the adhesive closure elements being mechanically interlockable in combination with the claimed triggerable pixels.

Claim 19 is further distinguishable by the adhesion elements being interactable with the carrier surface by Van der Waals forces, particularly in combination with the triggerable pixels. Nothing in the record establishes that the closure elements interacting mechanically would render obvious the closure elements of claim 19 which operate by Van der Waals forces.

Claim 20 is further distinguishable by the closure elements being producible without molding tools. In re Garnero, supra.

Claim 21 is further distinguishable by the flat substrate being thermoplastic in combination with the claimed triggerable pixels.

Claim 22 is further distinguishable by the substrate being of duroplastic in combination with the claimed triggerable pixels.

Claim 23 is further distinguishable by the substrate being elastic in combination with the claimed triggerable pixels.

Claim 24 is further distinguishable by the triggerable pixels being located directly on the second surface of the first flat substrate. Such pixels are not disclosed or rendered obvious by the Harasawa publication considered alone or in any obvious combination with the German Tuma patent.

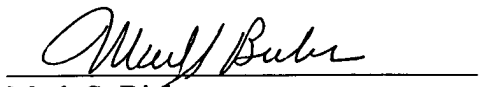
Claims 25 and 26 are further distinguishable by the specific triggerable pixels recited therein.

Claim 27 is further distinguishable by the triggerable pixels being directly on a flat substrate laminated to the second surface of the first flat substrate. Nothing supports the contention that such feature would be obvious.

Claims 28-30 are further distinguishable by the flat luminant recited therein in combination with the triggerable pixels. Such combination is not disclosed or rendered obvious by the cited patent documents.

In view of the forgoing, claims 17-30 are allowable. Prompt and favorable action is solicited.

Respectfully submitted,



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